

Maple Avenue's Future

Presentation to the Vienna Town Council Work Session

January 14, 2013



Exploration Example Drawn from Single Block, multiple ownership: 54' ht/15' setback; surface parking and structured parking

Town of Vienna Maple Avenue Commercial Corridor Zoning Update – Town Council Work Session

What is Our Charge?

Our charge is to frame a vision, from which the code for the commercial corridor of Maple Avenue can be updated

Town Council and Staff Direction

- *RFP Request: Preparation of amendments to the current Zoning Ordinance consistent with the Town's Comprehensive Plan, and the current zoning and planning principles for increased building heights along the Maple Avenue West and East Corridor (not a Market or Traffic Study)*
- *Assume Height Maximum of 54'*
- *Setback from ROW of 15'*

Study Boundaries



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Role of Steering Committee

Membership, Mayoral Appointees

- Broad Representation of Town
 - Business Community
 - Large Landowners/Employers
 - Individuals involved with Land use/Land development/Construction
 - Realtors
 - Residential Neighborhoods
 - Town Business Liaison Committee
 - Community Enhancement Committee
 - BAR/Planning Commission

Role

- Serve as Advisors to Consultant Team and Town Council

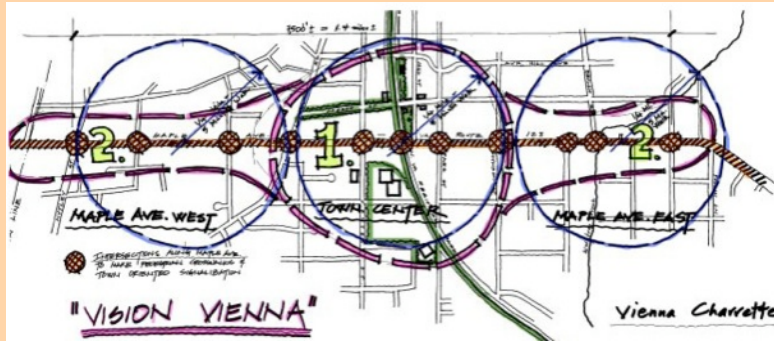
Responsibilities

- Series of four meetings at beginning of process; joint meetings with Town Commissions and attendance at public meeting and Council work sessions

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Past Studies and Explorations on Maple Avenue

2001 – Vision Vienna



2006 – Duncan Report

This report has focused on four different regulatory approaches that Vienna may consider as it decides how best to accommodate investment and redevelopment along Maple Avenue. It is difficult to point to one approach and say definitively, "This is what Vienna must do." The final solution will most likely incorporate elements from all four.

As mentioned in the opening of this report, a number of outstanding questions remain:

- Should new regulations promote/allow change and redevelopment, or preserve existing development patterns?
- How much of an increase in building height and intensity is appropriate?
- Is mixed-use (or increased residential) development desired in the target area?

2010 – W/W Height/Setback Photo Simulations



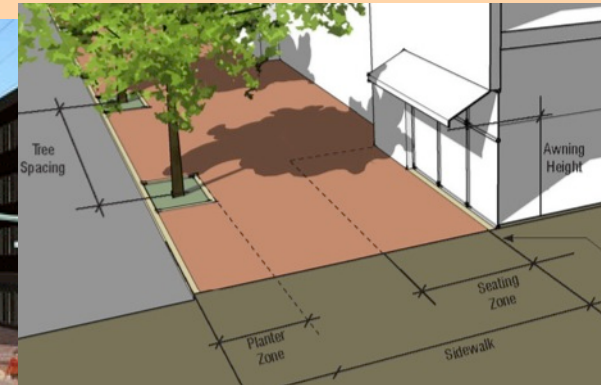
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East Elevation, 100-128 Maple Avenue, East
15' Setback - 54' Building Height

Definition of Terms: Setback - Right-of-way and Curb line

Vienna



R-O-W generally 75' (11' x 2; 10' x 5)

15' building setback from R-O-W; 26' setback from CURB line typically

Alexandria

Building Wall in Alex

15' - 18' building setback from CURB line (5' tree pit and 6' sidewalk/public way)

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Findings from Site Explorations to Date

- 15 foot Setback from right-of-way may measure as much as 30 feet from back of curb
- 54 foot height complete build out throughout the entire corridor is not probable due to parcel depth, parking requirements and need for parcel assemblage
- Maple Avenue pedestrian enhancement is possible, Maple Avenue traffic count is similar to pedestrian-oriented Washington Street in Old Town Alexandria – 36,000 AADT; Broad Street in Falls Church ranges from 23000-34000 AADT (2011); M Street in Georgetown ranges from 25,500-32600 AADT (2010)
- Current parking standard is high compared to industry standard
- Insignificant increase in leasable area if only surface parking supplied

Elements to Encourage Beneficial Redevelopment

Components of the Vision Statement and Framework

- Modulate **Building Height/Density/Intensity** along Maple Avenue
- Modulate **Building Setbacks** from Right-of-way/Curb line
- Retain and Encourage the **Eclectic Character** and **Business Development** of Maple Avenue
- Incorporate **Mixed-Use**, including Residential
- Protect **Existing Residential Neighborhoods**
- Address **Parking** and **Traffic** Challenges
- Make Maple Avenue More **Pedestrian Friendly**
- Address **Aesthetics**
- Incorporate **Building and Site Sustainability**

Implementation Techniques to Achieve this Vision

- Identify **Procedural Mechanisms**

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Modulate Building Height/Density/Intensity

Modulate Building Height/Density/Intensity along the Corridor

Elements to Consider

Increase height limit in specific areas without reducing existing development potential in corridor

Establish minimum densities/FAR in strategic areas

Establish min/max lot coverage

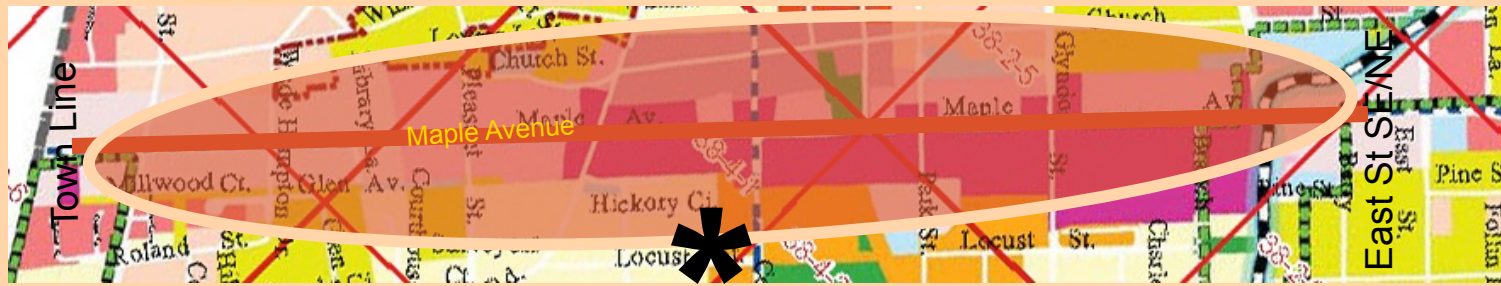
Identify specific areas of pedestrian focus and parking (front/side/back of building)



Georgetown; Del Ray; Grand Avenue – St. Paul;

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Modulate Building Height/Density/Intensity



Legend

* Town Hall

Code for
Increased
Height

Retain
Existing
Code/Height
Limits

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Modulate Building Setbacks from Right-of-way/Curb line

Modulate Building Façade Location Relative to Maple Avenue

Elements to Consider

Establish a Consistent Building Front Setback (currently proposed at 15' from right-of-way)

Establish a Minimum Building Wall percentage at front lot line

Modulate front building wall to accommodate gathering spaces/courtyards, etc.

Relate Parking to Building Location to zone of development along Maple Ave.

Require Building Façade Treatments

Establish percentage for 1st floor Glazing/Transparency – windows/doors

Identify Building Entry Location

Other Items to Consider



Varied Building Setbacks and Buildings with Array of Transparency

Grand Rapids; Del Ray; Bethesda

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Retain and Encourage the Eclectic Character and Business Development of Maple Avenue

Retain Eclectic Character - Commercial Offerings/Building Styles

Elements to Consider

Vary min/max Lot Widths/Size

Encourage Retention of Existing Building Stock to avoid appearance of master planned corridor

Establish Basic Building Material Standards (balance between eclectic vs. too similar)

Require % of Offsets/Projections

Require specific Roof Form

Prohibit Prototypical Architecture

Other Items to Consider

Eclectic Building Style and Setback Variations

Mount Vernon Avenue, Del Ray



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Incorporate Mixed-Use, including Residential

Encourage Mixed-Use, including Residential

Elements to Consider

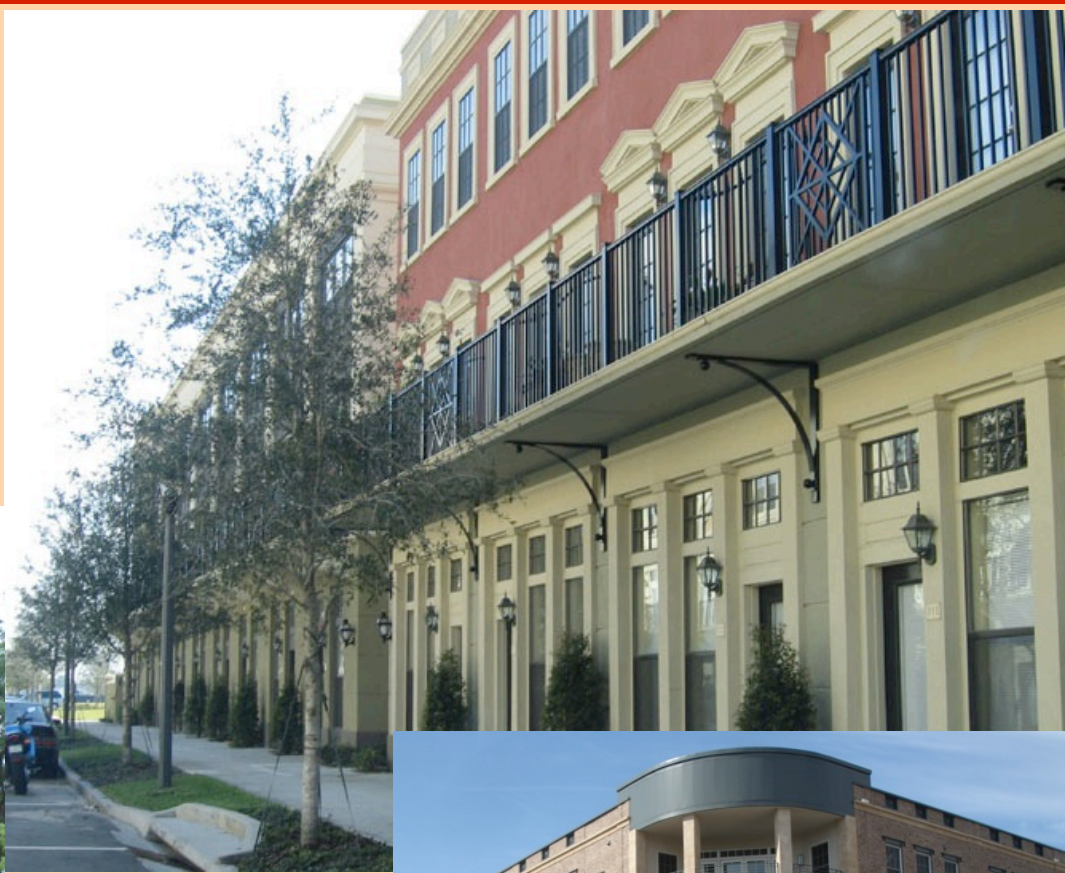
Mixed-use

Allow Multi-Family Stand-alone Residential Buildings

Limit Auto-oriented Uses

Limit Large-format Retail Uses

Other Items to Consider



Mixed Use with Residential

Baldwin Park, CA, Beaufort, SC, Suburban Chicago



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Protect Existing Residential Neighborhoods

Protect Existing Residential Neighborhoods

Elements to Consider

Step Commercial Building Heights back from SF Residential (current height is 35' w/20' setback)

Like-to-like Requirements (residential to residential)

Limit Heights to 2 stories within 100' of SF Residential

Require Pitched Roofs within 100' of SF Residential

Apply Operational Standards when abutting SF Residential

Building Façade Material Requirements for Nonresidential uses facing or beside SF Residential

Locate Rear Alleys mid-block along Maple Avenue

Limit Service Locations (trash, equipment)

Other Items to Consider



Adjacent Uses

*Market Square Clarendon,
Arlington County; Visitor
Center Parking Garage,
Staunton, VA*

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Address the Parking and Traffic Challenges

Address Automobile Challenges

Elements to Consider

Limit Parking Location throughout corridor or in specific areas

Revise Parking Count Requirements in current code

Provide Incentives for Public Parking/Structured Parking

Require use of sustainable Pavement Materials

Require provision for Bike Parking facilities

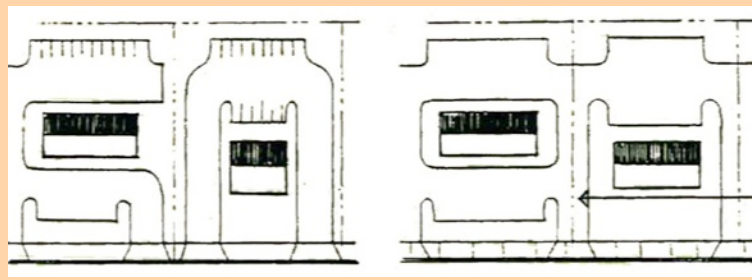
Mandate provision of cross-access between Parking Lots

Expand landscape requirements for Parking Lots

Other Items to Consider



Bike parking - Budapest



Shared access



Parking adjacent to sidewalk with multiple curb cuts - Del Ray

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Make Maple Avenue More Pedestrian Friendly

Enhance Pedestrian Zone

Elements to Consider

Require min/max sidewalk width and separate zone configuration to accommodate public sidewalk, landscape area, seating areas

Require sustainable Pedestrian Pavement Materials

Require on-site Gathering Areas (outdoor dining/seating) for residential and nonresidential uses

Require form of Pedestrian Shading – street trees, trellis, awnings, arcades, etc.

Require Transit Accessibility – shelters, benches, pull-offs, etc.

Limit/Restrict types of Signage

Other Items to Consider

Washington Street, Old Town Alexandria

- 2 NB and 2 SB travel lanes w/2 lanes of on-street parking; 1 parking lane converted to HOV use during rush hour
- Traffic Count comparable to Maple Avenue - 36,000 AADT at Queen St/Nutley St
- Height limit = 50 feet (*Wash Street Guidelines*)
- Median with street trees and plantings



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Address Aesthetics – *Design Standards*

Improve Aesthetics

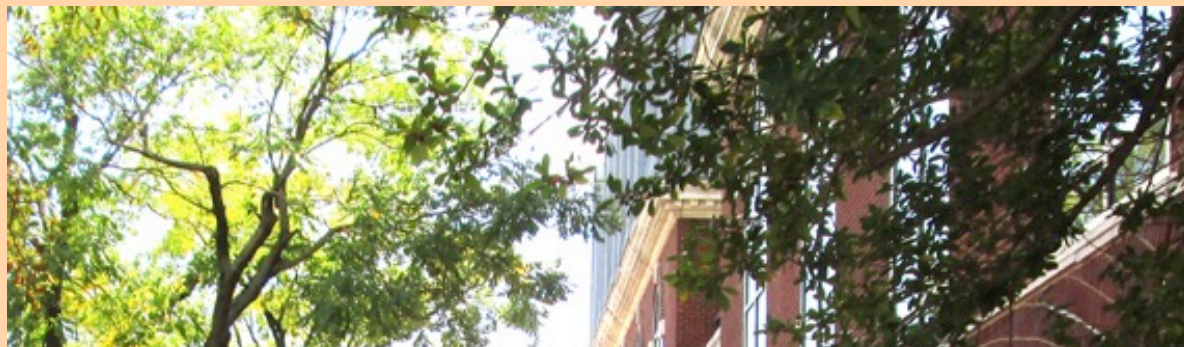
Elements to Consider

Develop design standards/guides for street pavers, furniture

Develop design standards/guides for buildings

Develop design standards/guides for outdoor dining/seating areas

Other Items to Consider



Seating/Gathering Area

Barracks Row in DC;
Washington Street: Society Fair



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Building and Site Sustainability

Integrate Sustainable Materials

Elements to Consider

Require permeable Pavement Materials

Require capture/reuse of stormwater from roofs and pavement surfaces

Require landscape plantings to incorporate Infiltration/Bio-retention

Adopt LEED/Sustainable Sites standards for new building construction

Other Items to Consider



Infiltration Streetscapes

Portland, OR; Cambridge, MA



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Procedural Mechanisms

Procedural Mechanisms
Elements to Consider
Town 'pre-zones' Corridor for redevelopment
Town requires rezoning for redevelopment
Town uses a Base Zone District, replacing existing base zoning
Town uses an Overlay Zone, applied in addition to base zone standards
Town provides Flexibility through use of Administrative Adjustment – for parking requirements, landscape requirements, lighting, fence height, etc.
Other Items to Consider

Next Steps

- Review comments and elements with Steering Committee
- Draft Code Outline and present at second Vienna Town Council Work Session
- Host Public Forum

Exploration Example

Drawn from large, singularly owned parcel: 54' ht/15' setback; structured parking; green gathering spaces



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